



WEWS

ORDER

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Flight Dates 10/23/12-10/29/12

<u>Contract / Revision</u>	315403 /	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>		House Majority PAC 10.23-10.29	<u>Estimate #</u>	2171
	10/19/12 10/22/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Majority PAC	1010 Wisconsin Avenue NW - Suite Washington, DC 20007	<u>Order Type</u>	GENERAL
<u>Agency</u>	Waterfront Strategies		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Billing Calendar</u>	BROADCAST
1010 Wisconsin Avenue NW - Suite Washington, DC 20007			<u>Demographic</u>	A35+
			<u>Rev Codes</u>	POL POL ISS
		<u>Sales Office</u> EWSDC	<u>Product Codes</u>	PL
		<u>Sales Region</u> NAT	<u>Priority</u>	P-1
		<u>Agency Ref</u> 2	<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 162900

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	41	\$90,270.00	\$106,200.00	0.00	10/01/12	10/28/12	41	\$90,270.00	\$106,200.00
November 2012	12	\$48,195.00	\$56,700.00	0.00	10/29/12	10/29/12	12	\$48,195.00	\$56,700.00
Totals	53	\$138,465.00	\$162,900.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 1	WEWS	10/23/12	10/29/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$1,500.00	P-1	0.00	NM		4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-TWTF--		3	\$1,500.00		0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$1,500.00		0.00							
N 2	WEWS	10/23/12	10/29/12		CM	7-9a	MTWTF--	:30	5	\$1,800.00	P-1	0.00	NM		5	\$9,000.00



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Contract / Revision **315403** Flight Dates **10/23/12-10/29/12** Hiatus DatesOriginal Date / Revision **10/19/12/ 10/22/12** Order Sep **00:20:00**Advertiser **Majority PAC** Product **House Majority PAC 10.23-1** Estimate # **2171**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>			
														Spots	Amount		
				M-F GMA 7-9a													
				M-F GMA 7-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-TWTF--		4	\$1,800.00			0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$1,800.00			0.00							
N 3	WEWS	10/23/12	10/29/12	M-F 9-10a	CM	9-10a			MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
				M-F 9-10a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		4	\$1,400.00			0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$1,400.00			0.00							
N 4	WEWS	10/23/12	10/29/12	M-F 12-1230pm News	CM	12-1p			MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
				12-1230p News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		2	\$2,000.00			0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$2,000.00			0.00							
N 5	WEWS	10/23/12	10/29/12	M-F 1-2p	CM	1-2p			MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
				M-F 1-2p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		2	\$1,200.00			0.00							
		Week: 10/29/12	11/04/12	M-----		0	\$0.00			0.00							
N 6	WEWS	10/23/12	10/29/12	M-F 3-4P Katie	CM	3-4p			MTWTF--	:30	3	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
				M-F 3-4p Katie													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		3	\$2,000.00			0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$2,000.00			0.00							
N 7	WEWS	10/23/12	10/29/12	M-F 4-5p Dr. Oz	CM	4-5p			MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
				M-F 4-5p Dr. Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		2	\$2,000.00			0.00							
		Week: 10/29/12	11/04/12	M-----		0	\$0.00			0.00							
N 8	WEWS	10/23/12	10/29/12	M-F 5-6p News	CM	5-6p			MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
				M-F 5-6p News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		3	\$2,500.00			0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$2,500.00			0.00							
N 9	WEWS	10/23/12	10/29/12	M-F 6-630p News	CM	6-630p			MTWTF--	:30	3	\$3,500.00	P-1	0.00	NM	4	\$14,000.00
				M-F 6-630p News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		3	\$3,500.00			0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$3,500.00			0.00							
N 10	WEWS	10/23/12	10/29/12	M-Su 630-7p WNT	CM	630-7p			MTWTF--	:30	2	\$4,000.00	P-1	0.00	NM	3	\$12,000.00
				M-Su 630-7p WNT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		2	\$4,000.00			0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$4,000.00			0.00							
N 11	WEWS	10/23/12	10/29/12	M-F 7-730p	CM	7-730p			MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
				7-730p The List													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	-TWTF--		3	\$2,500.00			0.00							
		Week: 10/29/12	11/04/12	M-----		1	\$2,500.00			0.00							
N 12	WEWS	10/23/12	10/29/12	M-F 730-8P	CM	730-8p			MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
				730-8p Let's Ask America													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						



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Contract / Revision 315403 Flight Dates 10/23/12-10/29/12 Hiatus DatesOriginal Date / Revision 10/19/12/ 10/22/12 Order Sep 00:20:00Advertiser Majority PAC Product House Majority PAC 10.23-1 Estimate # 2171

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N12	WEWS	10/23/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/22/12		10/28/12	-TWTF--	3	\$3,000.00	0.00									
Week: 10/29/12		11/04/12	M-----	1	\$3,000.00	0.00									
N13	WEWS	10/23/12	10/29/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$30,000.00	P-1	0.00	NM	1	\$30,000.00
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/22/12		10/28/12	-----	0	\$0.00	0.00									
Week: 10/29/12		11/04/12	M-----	1	\$30,000.00	0.00									
N14	WEWS	10/23/12	10/29/12	M-F 1135p-1202a Nightl M-F 1135p-1202a Nightl	CM	1135p-1207x	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/22/12		10/28/12	-TWTF--	2	\$2,500.00	0.00									
Week: 10/29/12		11/04/12	M-----	1	\$2,500.00	0.00									
N15	WEWS	10/23/12	10/29/12	Tuesday Prime B Tuesday Prime B	CM	9-10p	-T-----	:30	1	\$12,000.00	P-1	0.00	NM	1	\$12,000.00
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/22/12		10/28/12	-T-----	1	\$12,000.00	0.00									
Week: 10/29/12		11/04/12	-----	0	\$0.00	0.00									
N16	WEWS	10/23/12	10/29/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/22/12		10/28/12	-----S-	1	\$1,200.00	0.00									
Week: 10/29/12		11/04/12	-----	0	\$0.00	0.00									
N17	WEWS	10/23/12	10/29/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/22/12		10/28/12	-----S	1	\$2,800.00	0.00									
Week: 10/29/12		11/04/12	-----	0	\$0.00	0.00									
N18	WEWS	10/23/12	10/29/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/22/12		10/28/12	-TWTF-S	2	\$4,500.00	0.00									
Week: 10/29/12		11/04/12	-----	0	\$0.00	0.00									
													Totals	53	\$162,900.00